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|-------------------------------------|---|---|
| Appl. No.: 09/329,487               | ) | I hereby certify that this paper is being |
|                                     | ) | electronically deposited with the United  |
| Applicants: Kriss et al.            | ) | States Patent and Trademark Office on     |
|                                     | ) | this date:                                |
| Filed: June 10, 1999                | ) | <b>April 9, 2008</b>                      |
|                                     | ) |   |
| Title: Method and System for Market | ) |   |
| Research Data Mining                | ) | <u>/Peter J. Cesarz/</u>                  |
|                                     | ) | Peter J. Cesarz                           |
| Art Unit: 3744                      | ) | Registration No.: 61,190                  |
|                                     | ) | Agent for Applicants                      |
| Examiner: Marc E. Norman            | ) |   |
|                                     | ) |   |
| Confirmation No. 8147               | ) |   |

**RESPONSE TO THE OFFICIAL ACTION MAILED ON OCTOBER 9, 2007**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is submitted in response to the official action mailed on October 9, 2007. Please consider the following remarks.

**Listing of the Claims** is reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 13 of this paper.